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U.S. Pavilion at CeBit in Australia

CS Australia is pleased to announce the "new and improved" U.S. Pavilion in CeBIT Australia, **May 9-11, 2006**. This is the major and proven trade show for all facets of IT in Australasia, organized by Hannover Fairs Australia. Our announcement and response flyer is attached and we would like to encourage you to distribute it widely to your IT and telecom clientele.

The U.S. Pavilion will offer some significant enhancements this year:

Three Ways to Participate! U.S. companies can choose from three options scaled to their budget and level of market development. These include exhibiting (at a discounted price) in the U.S. Pavilion or our "Find a Partner" and "Meet a Partner" programs. Every choice delivers loads of value at a favorable price.

USA Open Source: Consistent with CeBIT Australia's major thrust this year, we will emphasize Linux/Open Source- related companies as our organizing theme. We have obtained the prominent location in the event's Open Source hall. We are currently in discussions with the local offices of major US corporations who dominate this industry and hope to gain

additional leverage from their sponsorship. Recruiting U.S. companies involved in this sector of IT will be our priority, but we will consider other ICT companies.

Travel and Recruiting Incentive: We are looking for a commitment from one colleague to lead recruitment of U.S. companies to participate in the U.S. Pavilion, particularly for the non-exhibiting options. To that end, the budget for this event includes funds to support the travel of one ICT Team colleague to sunny Sydney, Australia immediately prior to CeBIT Australia. Because the travel support will come from the event budget, the recipient will be responsible for recruiting a certain minimum numbers of participants to the U.S. Pavilion. If you like the idea of supporting U.S. companies in one of the largest IT trade shows in the Southern Hemisphere, want to see kangaroos, or just want to discuss this further, please contact us as soon as possible.

The flyer below has more information for those interested. Contact Amy Benson for more information.

[Southeast Asia Trade Mission \(PDF, 191 KB\)](#)

FREE Mexico Webex

In order to help establish or strengthen your business relations with Mexican companies, the U.S. Commercial Service Mexico is presenting a **FREE monthly WebEx (web seminars) program covering the Mexican commercial, legal and cultural climate**. This program, which allows you to participate in the seminar from the comfort of your own desk, is designed for American companies that are looking to enter or increase their presence in this dynamic and growing market.

The Fourth WebEx Session will be on **Thursday, December 8, at 12:00 p.m. EST**. This session covers two Commercial Service Mexico home-grown initiatives: "Marketing to Manufacturers in Mexico" and "The Border Development Program".

In the first half of the session, Daniel T. Crocker (Commercial Consul & Principal Commercial Officer) in Monterrey will explain how U.S. companies (suppliers of components, equipment, supplies and services) can capitalize on opportunities related to Mexico's manufacturing sector. CS Mexico's Marketing to Manufacturers program is designed to help U.S. companies understand the opportunities related to this sector, which imports more than \$60 Billion worth of inputs every year. In this webcast we will give an overview on the program and discuss how your company can benefit from the market intelligence that we are gathering. Following that, Judith Valdes (Senior Commercial Specialist U.S. Consulate in Tijuana) will discuss how U.S. companies can benefit from Tijuana's Border Development Program. This initiative offers participants "hands-on" exposure to the physical transportation and documentation process of cross-border trade. It enhances the participant's knowledge of the economic and trade dynamics of the Baja California region and provides specific insight into how to export into this important market.

To register for this free WebEx, please click the below link
https://www.buyusa.gov/mexico/en/sharing_more_than_a_border.html

Online NAFTA Conference

Are you exporting to Canada or interested in doing so? If you missed the Boise Export Assistance Center's NAFTA Seminar, don't fret. The Portland U.S. Export Assistance Center are hosting a December 7th online conference with our U.S. Commercial Service staff in Canada and A & A Contract Customs Brokers, a Canadian customs broker and freight forwarder, that is designed to simplify and demystify the process of successfully shipping products to Canada, learning the essentials of qualifying your products for NAFTA benefits, and expanding export

opportunities for your company in the Canadian market.
If you have questions or need help with:

- 1) determining if your products qualify for NAFTA
- 2) with completing a NAFTA certificate of origin
- 3) with determining your responsibilities as an exporter
- 4) with details about the benefits and process of becoming a Non-resident importer in Canada
- 5) creating opportunities for export success in the Canadian market

then visit <http://www.buyusa.gov/oregon/canadawebinar.html> to learn more about this on-line Web seminar and for a registration form.

Gateway Singapore

Interested in doing business in Singapore? On **December 14th** Singapore Deputy Senior Commercial Officer Scott Pozil is traveling to seattle to visit with companies interested in learning more about exporting to Singapore. Scott will have 30 minute appointments throughout the day. His first responsibility is to companies in the aerospace industry, as the Asian Aerospace event is coming up in February of 2006.

Singapore is the 11th largest export market of the United States, and the largest U.S. trading partner in ASEAN. It is the market in Asia most similar to the U.S. market, and it can act as a gateway to the rest of Asia.

Singapore may offer many opportunities for you. To look into meeting with Scott Pozil, visit <https://www.buyusa.gov/seattle/singapore.html> or contact Diane Mooney at dmooney@mail.doc.gov

U.S. Pavilion at CeBIT in Germany

New and improved booth space is being offered in the U.S. Pavilion at CeBIT in Germany, **March 9-15, 2006**. This is the largest IT-Telecom show in the world, organized by Hannover Fairs. 6,400 exhibitors, 475,000 attendees, and 10,000 journalists from around the world are expected. This year they've added one full day of matchmaking to guarantee you appointments.

Some of the new enhancements for the Pavilion this year are:

- Exhibit in the booth (Hall 1--the highest traffic Hall) for 2 Full days ! U.S. companies can exhibit at a discounted price in the U.S. Pavilion, paying for two full days of exhibiting instead of 7 at a huge savings of time and money.
- New! EXECUTIVE MATCHMAKING PLUS! Program -- This year, in response to our clients, we've added one full day of matchmaking to guarantee you appointments. An additional third day of meetings, included in the booth cost.
- Company profile -- Listing in CeBIT's exhibitor's catalog and three product category listings in the electronic bulletin board

More information can be found at <http://www.buyusa.gov/houston/cebit.html> or in the brochure

[Southeast Asia Trade Mission \(PDF, 191 KB\)](#)

Showcase Europe!

The U.S. Commercial Service can help you enter European export markets! The U.S. Commercial Service at U.S. Embassies and Consulates works with companies to increase exports to Europe of U.S. products and services. You'll find trade opportunities, new business

partners, market research and one-on-one assistance for a multitude of industries ranging from aerospace to travel and tourism.

- Services at major European trade shows that enable U.S. exhibitors to leverage the event for maximum success.
- A systematic approach to counseling in areas such as developing market entry strategies and replicating best practices throughout Europe.
- A coordinated approach to market research in an effort to offer U.S. exporters market intelligence that can be more easily compared across national borders.

You can get more information about Showcase Europe at
<http://www.buyusa.gov/europe/>

CAFTA-DR Webinar

DECEMBER 15, 2005: WEBINAR on the Central America-Dominican Republic Free Trade Agreement
11:00am PST, 1:00pm CST, 2:00pm EST (1.5 hour duration)

This Webinar will provide a highly focused, interactive seminar in a "virtual classroom" setting that covers issues related to selling to the Central American region (under the CAFTA-DR Agreement). Featured Speakers will include a Senior Commercial Officer from the U.S. Embassy in Guatemala and International Trade Specialists from the Office of Latin America/Caribbean and Trade Information Center in Washington, DC.

Topics:

- Central America & Dominican Republic Overview
- Regional Trade Data / Country Profiles
- Challenges / Opportunities
- Programs / Services in the Region
- Question / Answer Session

The deadline to register and pay is 5 pm (eastern) on December 13, so make sure you find out more and register today! For complete information including minimum computer system requirements and registration information, visit
<http://www.buyusa.gov/uppermidwest/cafta.html>

IDC Webcast

You are invited to register for IDC's premier webcast series today. Keep yourself updated with insight and forecast about IT Expenditure in Asia/Pacific presented by Gary Koch, Associate Vice President, Asia/Pacific IT Spending Research.

Date: November 29 – December 19, 2005

Presentation Topic: IT Expenditure - Purpose and Priorities

This webcast reviews the results from IDC's annual Asia/Pacific Continuum Survey conducted in the Spring of 2005 with some 4,600 respondents throughout the region. We examine the purpose of IT investments and provide an understanding of the distinction between recurring expenditure and expenditure related to strategic investment, and how these different objectives created differing purchase perspectives. We also review sources from where opinion based perspectives are fostered. The second section of this presentation looks at key areas of investment growth or adoption in 2004 and 2005 encompassed in our survey, and illustrate how specific sectors differ in their investment priorities.

The webcast is available for viewing in English, at NO cost to you and at your own convenience from November 29 to December 19, 2005.

More information about this and other webcasts, as well as how to register to view the free webcast can be found at **<http://www.idc.com.sg/webcast/WCASIN-051129.asp>**

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